





Retail Trade Industry Profile in WSA 15 – Ramsey County

There were **1,503 retail trade establishments** providing **25,774 jobs** in Ramsey County during 2019, according to data from DEED's Quarterly Census of Employment and Wages (QCEW) program. That is about **7.7% of total employment** in the county, accounting for nearly one in every 10 jobs. Five of these retail trade sectors were deemed critical during the StayHomeMN order, while seven sectors were deemed non-critical. Notably, the five critical sectors accounted for over half (57.7%) of the retail trade jobs in the county (see Table 1).

Table 1. WSA 15 Employment Statistics		Annual 2019 Data			
NAICS Code	NAICS Industry Title	Number of Firms	Number of Jobs	Total Payroll	Avg. Annual Wage
0	Total, All Industries	14,021	334,680	\$21,749,708,058	\$64,987
44	Retail Trade	1,503	25,774	\$860,657,695	\$33,392
445	Food & Beverage Stores*	229	5,115	\$139,127,845	\$27,200
452	General Merchandise Stores*	71	4,742	\$108,399,690	\$22,859
441	Motor Vehicle & Parts Dealers	127	3,373	\$182,377,991	\$54,070
448	Clothing & Clothing Accessories Stores	199	2,211	\$47,539,539	\$21,501
446	Health & Personal Care Stores*	186	1,973	\$81,571,020	\$41,344
444	Building Material, Garden Equipment & Supplies Dealers*	76	1,805	\$84,513,058	\$46,822
453	Miscellaneous Store Retailers	180	1,512	\$36,853,150	\$24,374
447	Gasoline Stations*	144	1,244	\$29,247,366	\$23,511
451	Sporting Goods, Hobby, Book, & Music Stores	87	1,138	\$22,129,425	\$19,446
443	Electronics & Appliance Stores	70	1,061	\$51,444,817	\$48,487
442	Furniture & Home Furnishings Stores	72	987	\$42,083,422	\$42,638
454	Nonstore Retailers	64	612	\$35,370,372	\$57,795

Source: DEED Quarterly Census of Employment & Wages
*Denotes "critical" sector

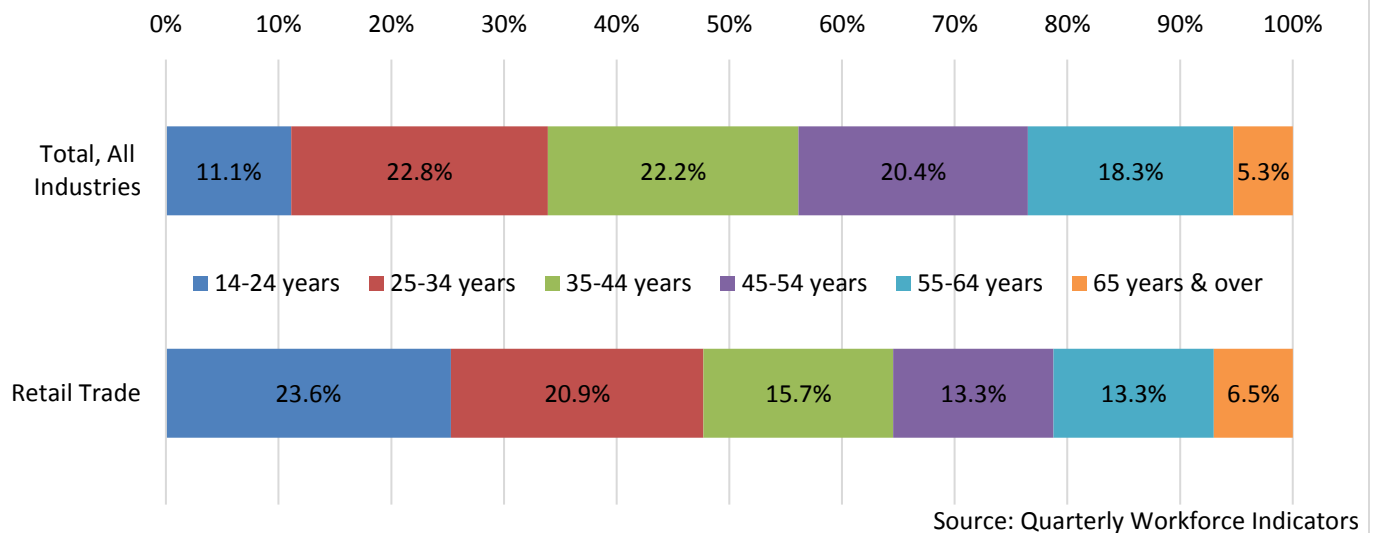
While layoff activity has been scattered in retail trade due to the high concentration of employment in critical sectors, the next major wave of Unemployment Insurance (UI) claims appear to be coming in retail trade. Much like the leisure and hospitality industry which also offers relatively low wages and has seen significant UI activity, with the additional \$600 UI benefit, most workers in retail trade would actually make more money collecting UI than working.

Table 2. Metro Area Employment Statistics 2019	 Total, All Industries		 Retail Trade			 Critical		 Non-critical	
	Firms	Jobs	Firms	Jobs	Percent	Firms	Jobs	Firms	Jobs
Anoka County	7,692	127,559	825	15,779	12.4%	383	10,282	443	5,496
Carver County	2,549	40,487	212	3,509	8.7%	114	2,800	99	706
Dakota County	10,556	190,960	1,174	24,114	12.6%	508	14,223	667	9,890
Hennepin County	40,439	936,492	3,913	75,475	8.1%	1,633	42,469	2,283	33,001
Ramsey County	14,021	334,680	1,503	25,774	7.7%	706	14,879	799	10,894
Scott County	3,404	54,713	306	5,770	10.5%	142	4,049	165	1,720
Washington County	5,973	88,186	697	14,184	16.1%	319	9,572	381	4,608
St. Paul	7,227	184,130	683	8,562	4.6%	373	6,283	310	2,277
Minneapolis	12,702	335,334	1,106	15,223	4.5%	506	10,395	600	4,824
Metro Area	84,632	1,773,078	8,630	164,605	9.3%	3,797	98,279	4,833	66,323
Minnesota	178,242	2,900,290	18,261	293,283	10.1%	8,450	184,116	9,813	109,165

Source: DEED Quarterly Census of Employment & Wages

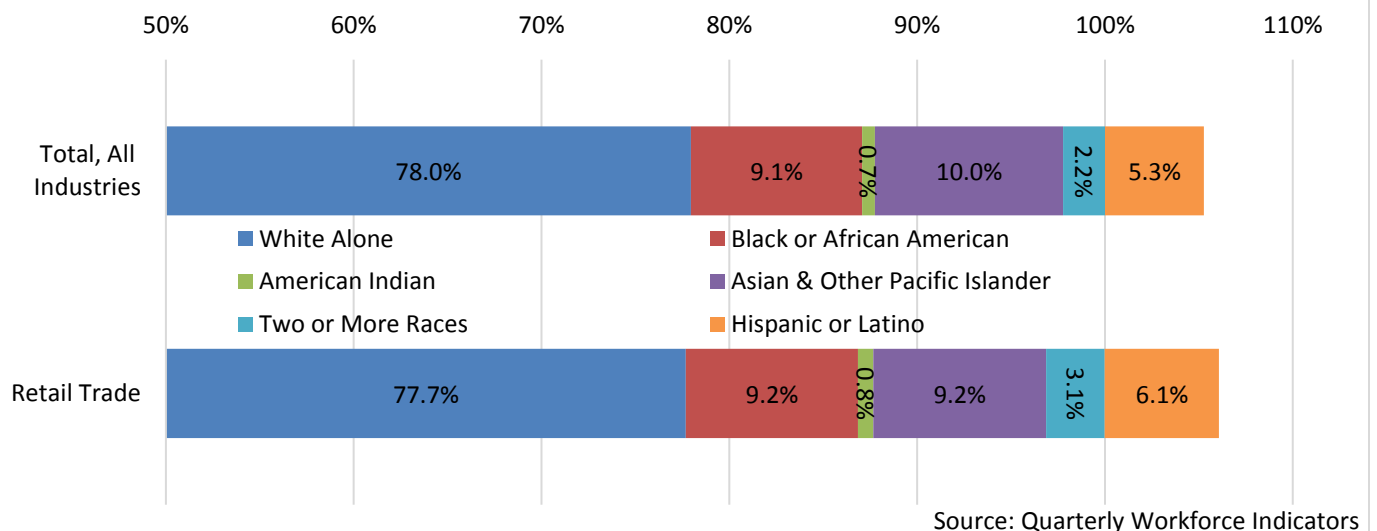
Workers in the retail trade industry are much younger than in all other industries combined. As of annual 2019, nearly half (44.5%) of the retail trade workforce in Ramsey County was under 35 years of age, compared to just 33.9% across all industries. However, a larger share of retail trade workers were also in the oldest age group in the county, with 6.5% being 65 years and over, compared to 5.3% in all industries (see Figure 1).

Figure 1. WSA 15 Workforce by Age Group, 2019



By race and ethnic origin, retail trade workers in Ramsey County had nearly the same distribution as for the total of all industries combined. Just over three-fourths (77.7%) of all workers in retail trade were white, compared to 78.0% across all industries. The largest number of minority workers in retail trade in the county were Black or African American (see Figure 2 – *please note that the numbers add up to more than 100% because Hispanic or Latino is an ethnicity rather than a race*).

Figure 2. WSA 15 Workforce by Race or Origin, 2019



For more information, contact Tim O'Neill, DEED's Metro Area Regional Analyst at 651-259-7401 or email at timothy.oneill@state.mn.us.